

Job No. 896 April, 1956 Number..... Place..... C

1. Compared to a couple of years ago, would you say cigarette smoking among college students has increased, decreased, or stayed about the same?

Increased 10-1 Same 3 Decreased 2 Don't know 4

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Yes 11-1 (Skip to 4)
No 2 (Ask b)

b. Did you used to smoke cigarettes (as much as a pack a week)?

Yes 11-3 (Skip to 3)
No 4 (Ask c)

c. How does it happen that you don't smoke—in other words, what do you have against smoking cigarettes?

12-
(Skip
to 35)

13-

3a. How long ago did you stop smoking cigarettes (so much)?

Less than year ago 14-1
1 up to 2 years ago 2
2 up to 4 years ago 3
4 or more years ago 4
Don't know 5

3b. What was the last brand of cigarettes you smoked regularly?

Camel	15-1
Cavalier	2
Chesterfield (R)	3
Chesterfield (K)	4
Herbert Tareyton (R)	5
Herbert Tareyton (K)	6
Herbert Tareyton (F)	7
Kent	8
Kool (R)	9
Kool (K)	0
L & M	X
Lucky Strike	Y
Marlboro	16-1
Old Gold (R)	2
Old Gold (K)	3
Old Gold (F)	4
Pall Mall	5
Parliament	6
Philip Morris (R)	7
Philip Morris (K)	8
Raleigh (R)	9
Raleigh (K)	0
Regent (R)	17-1
Regent (K)	2
Regent (F)	3
Spud	4
Viceroy	5
Winston	6
Other regular	7
Other king	8
Other filter	9
Roll your own	0
No regular brand	X
Don't know	Y

c. Why did you stop smoking cigarettes (so much)?

18-
(Skip
to 35)

19-
Don't know 19-Y

4. How old were you when you started to smoke cigarettes?

Under 13	20-1
13 or 14	2
15 or 16	3
17 or 18	4
19 or 20	5
21 or over	6
Don't know	7

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5a. Do you remember what brand of cigarettes you first started to smoke regularly?

	5a. Started on	6a. Now smoke	7a. Used to smoke	8. Smoke for change	9a. Tried in last 6 mos.	10. Likes adver- tising	11a. Dislikes adver- tising
Camel (R)	21-1	24-1	27-1	30-1	33-1	36-1	39-1
Cavalier (K)	2	2	2	2	2	2	2
Chesterfield (R)	3	3	3	3	3	3	3
Chesterfield (K)	4	4	4	4	4	3	3
Herbert Tareyton (R)	5	5	5	5	5		
Herbert Tareyton (K)	6	6	6	6	6		5
Herbert Tareyton (F)	7	7	7	7			
Kent (F)	8	8	8	8	8	8	8
Kool (R)	9	9	9	9	9	9	9
Kool (K)	0	0	0	0	0		
L & M (F-R)	X	X	X	X	X		
L & M (F-K)	Y	Y	Y	Y	Y		
Lucky Strike (R)	22-1	25-1	28-1	31-1	34-1	37-1	40-1
Marlboro (F)	2	2	2	2	2	2	2
Old Gold (R)	3	3	3	3	3		
Old Gold (K)	4	4	4	4	4	3	3
Old Gold (F)	5	5	5	5	5		
Pall Mall (K)	6	6	6	6	6	6	6
Parliament (F)	7	7	7	7	7	7	7
Philip Morris (R)	8	8	8	8	8	8	8
Philip Morris (K)	9	9	9	9	9		
Raleigh (R)	0	0	0	0	0	0	0
Raleigh (K)	X	X	X	X	X		
Regent (R)	23-1	26-1	29-1	32-1	35-1		
Regent (K)	2	2	2	2	2	38-1	41-1
Regent (F)	3	3	3	3	3		
Spud (R)	4	4	4	4	4	4	4
Viceroy (F)	5	5	5	5	5	5	5
Winston (F)	6	6	6	6	6	6	6
Other (F)	7	7	7	7	7	7	7
Other (K)	8	8	8	8	8	8	8
Other (R)	9	9	9	9	9	9	9
Roll your own	0	(Skip 0)	(Skip 0)	(Skip 0)	XXXX	XXXX	(Skip XXXX XXXX)
None or don't know	X (to 6)	X (to 10)	X (to 8)	X	X (to 10)	X	(Skip to 12)

5b. How did you happen to start smoking (first brand—5a)?

(Skip to 12)

42-

43-

Don't know 43-Y

c. Who (else) did you know—either family or acquaintances—who smoked (first brand—5a) when you started smoking them?

Father	44-1	Other female relative	6
Mother	2	Roommate	7
Brother	3	Male friend	8
Sister	4	Female friend	9
Other male relative	5	No one else	0
		Don't know	X

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6a. What brand of cigarettes do you now smoke most often? (RECORD AT LEFT IN COLUMN 6a)

b. How long have you been smoking (present brand—6a) most often?

Less than 3 months	45-1	2 up to 3 years	5
3-6 months	2	3 up to 4 years	6
6-12 months	3	4 years or more	7
1 up to 2 years	4	Don't know	8

7a. What was the last brand you smoked most regularly before you smoked (present brand—6a)? (RECORD AT LEFT IN COLUMN 7a)

b. (IF DIFFERENCE IN BRAND BETWEEN 6a AND 7a) How did you happen to leave (old brand—7a) and change to (present brand—6a)?

c. Who (else) did you know—either family or acquaintances—that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)

Father 48-1 Other female relative 6
Mother 2 Roommate 7

Brother 3 Male friend 8
Sister 4 Female friend 9

Other male relative 5 No one else 0
Don't know X

8. Is there any other brand that you smoke fairly often just for a change from your regular brand? (RECORD AT LEFT IN COLUMN 8; MULTIPLE RECORD IF NECESSARY)

9a. During the past six months, have you tried any different brands from the ones you normally smoke? By "tried" we mean you smoked at least a pack of them. (If "yes") What was the last brand you tried at least a pack of? (RECORD AT LEFT IN COLUMN 9a)

b. Why didn't you change permanently to (Brand tried last—9a)?

49-

50-

Don't know 50-Y

10. If you were to select a brand of cigarettes based purely on its advertising and nothing else, which brand would you select? (RECORD AT LEFT IN COLUMN 10)

11a. Now the other way around—is there some one brand of cigarettes you would like to avoid more than the others just because of its advertising? (RECORD AT LEFT IN COLUMN 11a)

b. What don't you like about the advertising?

51-

52-

Don't know 52-Y

12a. About how many cigarettes a day do you usually smoke?

6 or less 53-1 36-45 53-5
7-15 2 46-55 6

16-25 3 56 or more 7
26-35 4 Don't know 8

b. Do you feel that you smoke too many cigarettes, or that the amount you smoke is all right?

Too many 53-9
All right 0
Don't know X

IF SMOKES FILTER TIPS (F) IN 6b, CONTINUE.

IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.

IF SMOKES REGULAR SIZE (R) IN 6a, SKIP TO 18.

IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.

FILTER TIPS

13. Why do you smoke filter tips rather than non-filter tip cigarettes?

10-

11-

Don't know 11-Y

14a. Are there any times or circumstances when you like to smoke a non-filter cigarette?

Yes 12-1 (Ask b)

No 2 } (Skip to 15).

Don't know 3 }

b. Under what circumstances do you like to smoke them?

13-

14-

Don't know 14-Y

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15a. Besides (present brand in 6a) what other filter tip cigarettes have you tried during the past year—by tried, I mean tried at least a pack of them?

Herbert Tareyton	15-1
Kent	2
L & M	3
Marlboro	4
Old Gold	5
Parliament	6
Regent	7
Viceroy	8
Vogue	9
Winston	0
Other	X
None or don't know	Y (Skip to 24)

b. Why do you prefer (present brand in 6a) to other brands of filter tips?

Don't know	16-
8	17- (Skip to 24)
Don't know	17-Y

KING SIZE

16. Why do you smoke king size cigarettes instead of regular size?

10-	
11-	
Don't know	11-Y

17a. Are there any times or circumstances when you like to smoke a regular size cigarette?

Yes	12-1 (Ask b)
No	2
Don't know	3 (Skip to 20)

b. Under what circumstances do you like to smoke them?

13-	
14-	
Don't know	14-Y (Skip to 20)

REGULAR SIZE

18. Why do you prefer regular-size cigarettes to king-size cigarettes?

10-	
11-	
Don't know	11-Y

19a. Are there any times or circumstances when you like to smoke a king size cigarette?

Yes	12-1 (Ask b)
No	2 (Skip to 20)
Don't know	3

b. Under what circumstances do you like to smoke them?

13-	
14-	
Don't know	14-Y

KING AND REGULAR

20a. Have you tried any filter tip cigarettes during the past year—by tried, I mean tried at least a pack of them?

Yes	15-1 (Ask b)
No	2 (Skip to 21)

b. What brands have you tried at least a pack of during the past year?

Herbert Tareyton	16-1
Kent	2
L & M	3
Marlboro	4
Old Gold	5
Parliament	6
Regent	16-7
Viceroy	8
Vogue	9
Winston	0
Other	X
None or don't know	Y

21. What don't you like about filter tip cigarettes?

17-	
18-	
Don't know	18-Y

22a. Are there any times or circumstances when you like to smoke a filter-tip cigarette?

Yes	19-1 (Ask b)
No	2 (Skip to 23)
Don't know	3

b. Under what circumstances do you like to smoke them?

20-	
21-	
Don't know	21-Y

23. Just as a guess, would you expect that they will improve the taste of filter-tip cigarettes during the next few years, or that they won't be able to do anything to really improve the taste of filter tips?

Expect taste to improve	22-1
Won't be able to improve taste	2
Don't know	3

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ASK ALL SMOKERS

24a. Now comparing filter and non-filter cigarettes on a couple of points: which do you think draws easier—filter or non-filter cigarettes?

	a.	b.	c.
	Easier	Milder	Tastes better
Filter	23-1	23-5	23-9
Non-filter	2	6	0
No difference (vol.)	3	7	X
Don't know	4	8	Y

b. Which do you think is milder—filter or non-filter cigarettes? (RECORD ABOVE)

c. Which do you think tastes better—filter or non-filter cigarettes? (RECORD ABOVE)

25. All things considered, which do you think does the best job of filtering—a built-in filter or the tobacco itself?

Built-in filter	2
Tobacco itself	24-1
Both equal (vol.)	3
Don't know	4

26. Now here is a list of specific things a manufacturer might do to try to increase sales of his cigarettes among college students. Which 2 or 3 of them do you think would do the most to increase sales of a brand over a period of time? (HAND RESPONDENT WHITE CARD)

Advertise on college radio	25-1
Put on a good radio program over regular network	2
Try to get stores around here to push his brand	3
Advertise in college paper	4
Special sales like selling two packs for the price of one	5
Get some key students to start using his brand	6
Run campus contests with prizes	7
Put on a good TV show	8
Give out free packages of cigarettes	9
Show a documentary film of how cigarettes are made	0
None or don't know	X

27. On the theory that there is such a thing as "follow the leader," what 2 or 3 types of people here on campus would be the best for a cigarette manufacturer to get to smoke his brand?

26-

28a. Have any students here on campus been passing out free cigarettes for students to try during this past year?

Yes	28-1	(Ask b)
No	2	(Skip to 29)
Don't know	3	

b. What brands do you know of that have been passed out?

Brands	a. passed out	b. Respondent given	d. Donor not sold		
			c. Donor sold	No im- pression	sold (vol.)
Camel	29-1	31-1	33-1	2	3
Cavalier	2	2	33-4	5	6
Chesterfield	3	3	33-7	8	9
Herbert Tareyton	4	4	33-0	X	Y
Kent	5	5	34-1	2	3
Kool	6	6	34-4	5	6
L & M	7	7	34-7	8	9
Lucky Strike	8	8	34-0	X	Y
Marlboro	9	9	35-1	2	3
Old Gold	30-1	32-1	35-4	5	6
Pall Mall	2	2	35-7	8	9
Parliament	3	3	35-0	X	Y
Philip Morris	4	4	36-1	2	3
Viceroy	5	5	36-4	5	6
Vogue	6	6	36-7	8	9
Winston	7	7	36-0	X	Y
Other	8	8			
Don't know	9	9			

c. (ASK FOR EACH BRAND CHECKED IN b) Were you given (brand) to try? (RECORD ABOVE)

d. (ASK FOR EACH BRAND CHECKED IN c) Now how about the person who was giving out the (brand given)—did you feel he (or she) was really sold personally on that brand of cigarettes or didn't you have any impression on this one way or the other? (RECORD ABOVE)

29. Recently many changes have been made in cigarettes in an attempt to make them more to the liking of smokers. Have you any suggestions for other changes that would make cigarettes more to your liking?

27-

37-

30. Here is a card with a list of words and phrases on it. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you say are particularly good for describing the way you feel about (Marlboro, etc.)? Any others?

	a.	b.	c.	d.
Good flavor	38-1	40-1	42-1	44-1
Mild	2	2	2	2
Strong	3	3	3	3
Too loosely packed	4	4	4	4
Hard to draw on	5	5	5	5
Hard on your throat	6	6	6	6
Odd or peculiar taste	7	7	7	7
Irritating advertising	8	8	8	8
Snobbish	9	9	9	9
Too expensive	0	0	0	0
Ordinary or common	X	X	X	X
No bad after-effects	Y	Y	Y	Y
Distinctive	39-1	41-1	43-1	45-1
Better for your health	2	2	2	2
Popular with older generation	3	3	3	3
Not enough taste	4	4	4	4
Satisfying	5	5	5	5
Tastes bad	6	6	6	6
Good value for your money	7	7	7	7
None or don't know	8	8	8	8
Not familiar enough with brand (vol.)	9	9	9	9

31. Now here is a list of several different brands of cigarettes. (HAND RESPONDENT PINK CARD) If you had to guess, which of these brands would you say a (Someone who-etc.) would be most apt to smoke?

	g.	h.	i.	j.	k.
Someone who spends the whole time studying and isn't good for anything else	Young married woman a couple of years out of college	Star athlete	Young business executive	Stenographer	e.
Camel	46-1	48-1	50-1	52-1	54-1
Cavalier	2	2	2	2	2
Chesterfield	3	3	3	3	3
Herbert Tateyton	4	4	4	4	4
Kent	5	5	5	5	5
Kool	6	6	6	6	6
L & M	7	7	7	7	7
Lucky Strike	8	8	8	8	8
Marlboro	9	9	9	9	9
Old Gold	47-1	49-1	51-1	53-1	55-1
Pall Mall	2	2	2	2	2
Parliament	3	3	3	3	3
Philip Morris	4	4	4	4	4
Viceroy	5	5	5	5	5
Vogue	6	6	6	6	6
Winston	7	7	7	7	7
Don't know	8	8	8	8	8
None	9	9	9	9	9

32a. Leaving aside the way they work and just considering their appearance, which one of those brands do you think has the best looking package? (HAND RESPONDENT PINK CARD)

b. And which has the worst looking package?

	a.	b.
Camel	1	60-1
Cavalier	2	2
Chesterfield	3	3
Herbert Tateyton	4	4
Kent	5	5
Kool	6	6
L & M	7	7
Lucky Strike	8	8
Marlboro	9	9
Old Gold	61-1	63-1
Pall Mall	2	2
Parliament	3	3
Philip Morris	4	4
Viceroy	5	5
Vogue	6	6
Winston	7	7
Don't know	8	8

33a. Now suppose your brand was available in 3 different kinds of packages at the same price—a hard package of the kind Marlboro uses, a hard package of the kind Parliament uses, or the soft package most other cigarettes use. Which way would you buy them?

Marlboro kind _____ 64-1 } (Ask b & c)
 Parliament kind _____ 2 }
 Either kind of hard (vol.) 3 } (Skip to c)
 Soft package _____ 4 } (Skip to d)
 Don't know _____ 5 } (Skip to 34)

b. Why would you prefer the (Marlboro) (Parliament) kind of box to the (Parliament) (Marlboro) kind of box?

65-
 66-
 67-
 68- } (Skip to 34)
 68-Y
 Don't know _____ 66-Y
 67-
 68- } (Skip to 34)
 68-Y
 Don't know _____ 68-Y

c. Why would you prefer the hard box to the soft package most other cigarettes use?

69-
 70-
 70-Y
 Don't know _____ 70-Y

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34a. Did you happen to buy any cigarettes yesterday, either for yourself or someone else?

Yes 71-1 (Ask b)
No 2 (Skip to d)

b. How many did you buy?
By the pack 72-

(write in #)

By the carton 72-

(write in #)

c. Where did you buy them—here on campus or somewhere else? And at what kind of place?

d. Where do you most often buy your cigarettes—here on campus, or somewhere else? And at what kind of place? (RECORD ABOVE)

e. Do you usually buy them by the pack or by the carton?

Pack 75-1
Carton 2

(ASK ALL MEN)

35a. Do you now ever smoke a pipe (as much as once a week)?

Yes 54-1 (Ask b)
No 2 (Skip to 36)

b. What brand of tobacco do you usually use?

Prince Albert <u>55-1</u>	Edgeworth <u>56-1</u>
Half & Half <u>2</u>	George Washington <u>2</u>

Velvet <u>3</u>	Old Briar <u>3</u>
Sir Walter Raleigh <u>4</u>	Holiday <u>4</u>

Kentucky Club <u>5</u>	Bond Street <u>5</u>
Model <u>6</u>	Briggs <u>6</u>

Union Leader <u>7</u>	Revelation <u>7</u>
Granger <u>8</u>	Other <u>8</u>

Don't know 9

ASK EVERYONE

36a. Do you have a college radio station?

Yes 57-1 (Ask b)
No 2 (Skip to 37)

b. About how often do you listen to it—almost daily, several times a week, about once a week, less often than that or do you never listen to it?

Daily <u>57-3</u>	Several times a week <u>4</u>
Once a week <u>5</u>	Less often <u>6</u>
Never <u>7</u>	(Skip to 37)

c. Do they have any cigarette advertising on it?

Yes <u>57-8</u>	No <u>9</u>
Don't know <u>0</u>	

37a. Do you read your college newspaper regularly, only occasionally, or practically never?

Regularly <u>58-1</u>	(Ask b)
Occasionally <u>2</u>	
Never <u>3</u>	(Skip to 38)

b. Do they have any cigarette advertising in it?

Yes <u>58-4</u>	
No <u>5</u>	
Don't know <u>6</u>	

c. Do they carry a column by Max Shulman in it?

Yes <u>58-7</u>	(Ask d)
No <u>8</u>	(Skip to 38)
Don't know <u>9</u>	

d. How do you feel about the column—do you like it, dislike it, or feel sort of so-so about it?

Like <u>59-1</u>	(Skip to f)
Dislike <u>2</u>	(Ask e)
Feel so-so <u>3</u>	
Never read (vol.) <u>4</u>	(Skip to 38)
Don't know <u>5</u>	

e. Why don't you like it?

60-

f. Don't know Y
I. Have you noticed what product Max Shulman promotes? (DON'T SUGGEST ANSWERS)

"Cigarettes" (Don't know brand) 61-1

Philip Morris 2

Marlboro 3

Parliament 4

Other cigarettes 5

Other products 6

Don't know 7

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38a. About how often have you been listening to radio broadcasts during this past winter and spring (not counting your college radio)—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily 62-1
Several times a week 2 (Ask b)
About once a week 3
Not at all 5 (to 39)

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of radio programs you like the best? (HAND RESPONDENT GREEN CARD)

	28b.	39b.
Radio	TV	
Weather reports	63-1	65-1
Classical music	2	2
Straight comedy programs	3	3
Variety programs	4	4
News broadcasts	5	5
Old familiar music	6	6
Popular and dance music	7	7
Quiz programs	8	8
Sports events	9	9
Serial dramas	0	0
Serious plays	X	X
Light plays	Y	Y
Discussions of public issues	64-1	66-1
Religious programs	2	2
Movies	XXXX	3
Documentaries	4	4
None	5	5
Don't know	6	6

c. At what hours do you usually listen to the radio?

Morning	Afternoon	Evening
Before 8 <u>67-1</u>	12 - 1 <u>68-1</u>	6 - 7 <u>68-7</u>
8 - 9 <u>2</u>	1 - 2 <u>2</u>	7 - 8 <u>8</u>
9 - 10 <u>3</u>	2 - 3 <u>3</u>	8 - 9 <u>9</u>
10 - 11 <u>4</u>	3 - 4 <u>4</u>	9 - 10 <u>0</u>
11 - 12 <u>5</u>	4 - 5 <u>5</u>	After 10 <u>X</u>
	5 - 6 <u>6</u>	

39a. About how often have you been watching television during this past winter and spring—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily 69-1
Several times a week 2 (Ask b)
About once a week 3
Not at all 5 (to 40)

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of television programs you like the best? (RECORD ABOVE)

39c. At what hours do you usually watch television?

Morning	Afternoon	Evening
Before 8 <u>69-6</u>	12 - 1 <u>70-1</u>	6 - 7 <u>70-7</u>
8 - 9 <u>7</u>	1 - 2 <u>2</u>	7 - 8 <u>8</u>
9 - 10 <u>8</u>	2 - 3 <u>3</u>	8 - 9 <u>9</u>
10 - 11 <u>9</u>	3 - 4 <u>4</u>	9 - 10 <u>0</u>
11 - 12 <u>0</u>	4 - 5 <u>5</u>	After 10 <u>X</u>
	5 - 6 <u>6</u>	

40. Now this is all except for a couple of questions on beverages

—Roughly, about how often do you drink (coffee, etc.) around this time of year—more than once a day, once a day, several times a week, once a week, less often than that, or never?

	a. Coffee	b. Tea	c. Milk or cocktail	d. Highball	e. Beer
Several times daily	71-1	72-1	73-1	74-1	75-1
Once a day	2	2	2	2	2
Several times a week	3	3	3	3	3
Once a week	4	4	4	4	4
Less often	5	5	5	5	5
Never	6	6	6	6	6
Don't know	7	7	7	7	7

FACTUAL

Sex:	Class:
Male	Freshman <u>76-1</u>
Female	Sophomore <u>2</u>
	Junior <u>3</u>
	Senior <u>4</u>

Age:	Where Live:
Under 16	Dormitory <u>76-3</u>
16	Fraternity or Sorority <u>4</u>
17	Own home <u>5</u>
18	Other <u>6</u>
19	Belongs to Sorority or Fraternity <u>7</u>
20	Not a member <u>8</u>
21	Marital Status:
22-24	Married <u>0</u> 77-X
25 or over	Not married <u>Y</u>

Location of student's home:	Size of Place where student lives:
New England	78-1
Middle Atlantic	2
East North Central	3
West North Central	4
South Atlantic	5
East South Central	6
West South Central	7
Mountain or Pacific	8
	Over 1,000,000 <u>1</u> 79-1
	500,000 - 1,000,000 <u>2</u>
	100,000 - 500,000 <u>3</u>
	25,000 - 100,000 <u>4</u>
	2,500 - 25,000 <u>5</u>
	Under 2,500 or rural <u>6</u>

Interviewer's Initials _____

Respondent No. _____